

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P. O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10005874-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

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SEP 26 2005

Inventor(s): Daniel C. Castle

Confirmation No.: 8587

Application No.: 09/916,970

Examiner: R. Stevens

Filing Date: 07-26-2001

Group Art Unit: 2176

Title: ADVERTISEMENT SELECTION ENGINE FOR PLACING MICRO-ADVERTISING

Mail Stop Amendment
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment () Petition to extend time to respond
() New fee as calculated below () Supplemental Declaration
(X) No additional fee
() Other: _____ (fee \$ _____)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	20	MINUS	20	= 0	X \$50	\$ 0
INDEP. CLAIMS	5	MINUS	5	= 0	X \$200	\$ 0
[] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Daniel C. Castle

(X) I hereby certify that this paper is being transmitted
to the Patent and Trademark Office facsimile
number (571) 273-8300 on Sept. 26, 2005
Number of pages: 11

By

Typed Name: Edmond A. DeFrank

Edmond A. DeFrank

Signature:

Attorney/Agent for Applicant(s)
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Date: Sept. 26, 2005

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Rev 12/04 (ThAmFaz)

- Attach as First Page to Transmitted Papers -

Serial No.: 09/916,970
Attorney Docket No.: 10005874-1**RECEIVED**
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CERTIFICATE OF TRANSMISSION: I hereby certify that this paper and every paper referred to therein as being facsimile transmitted to (571) 273-8300: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: September 26, 2005 (Date of Deposit) No. of Pages 11By EDMOND A. DEFRANK

Signature

PATENT APPLICATION
Attorney Docket No: 10005874-1**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In re the Application of:
Daniel C. Castle

Serial No.: 09/916,970

Group Art Unit: 2176

Filed: July 26, 2001

Examiner: R. Stevens

For: **ADVERTISEMENT SELECTION ENGINE FOR PLACING
MICRO-ADVERTISING**

AMENDMENT UNDER 37 CFR 1.111Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 26, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.